

## Abstract

A media delivering apparatus includes a parameter acquiring unit 3007 for acquiring at least one of the communication capability of a network 203, and the receiving capability of a media receiving apparatus 202, a media selecting unit 3006 for selecting media data to be delivered based on both the degree of media importance 204 assigned to each media data 205 and at least the one of the communication capability of the network and the receiving capability of the media receiving apparatus, a transmission-data generating unit 3008 for generating metadata in which both address information indicating a location of the selected media data 205 and presentation layout information indicating a presentation layout of the media receiving apparatus 202 which is determined based on both the degree of media importance 204 of the selected media data 205 and at least the one of the communication capability of the network and the receiving capability of the media receiving apparatus are described, a data transmitting unit 2708 for delivering the metadata to the media receiving apparatus 202 by way of the network 202, and a media communication unit 2712 for delivering the media data 205 in response to a request from the media receiving apparatus 202.